

Before The  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C. 20554

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OCT 11 2002

FCC - MAILROOM

In the Matter of	)	
	)	
Amendment of 73.202(b)	)	MM Docket No. 01-216
FM Table of Allotments	)	RM-10223
FM Broadcast Stations	)	
(Valliant, Oklahoma)	)	
	)	
Amendment of 73.202(b)	)	MM Docket No. 01-209
FM Table of Allotments	)	RM-10224
FM Broadcast Stations	)	
(Broken Bow, Oklahoma)	)	

To: John Karousos, Assistant Chief  
Audio Division of the  
Media Bureau

STATEMENT OF MAURICE SALSA IN SUPPORT OF  
PROPOSED ALTERNATIVE RESOLUTION OF PROCEEDINGS'

1. The reply comments of Radio One Licenses, LLC (Radio One) filed July 16, 2002 at 15-17 propose an alternative resolution of these proceedings (a) to allot a site-restricted channel 263C3 at Valliant, Oklahoma as that community's first local service desired by petitioner Maurice Salsa that (b) permits the proposed modification of KTXQ-FM to upgrade facilities desired by Radio One, (c) permits the allotment of channel 265A at Broken Bow, Oklahoma, providing a local service desired by Mr. Salsa, albeit on a different channel than he initially proposed, and (d) thus permits KTCY(FM) to upgrade its facilities at Pilot Point, Texas, operating on channel 285C1 as

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This statement is also submitted on behalf of Jeraldine Anderson and Charles Crawford to the extent denoted in the text.

By: [Signature]  
Listed Above

desired by KTCY Licensing, Inc. In addition, the Radio One alternative allows for future agency consideration -- but does not presume the result of that consideration -- of a petition to allot channel 232A at Broken Bow as proposed by Jeraldine Anderson in a separately-docketed proceeding, No. 02-301, dated September 29, 2002.<sup>2</sup>

2. These are noteworthy achievements under Section 307(b) of the Communications Act and Mr. Salsa's joinder in Radio One's alternative proposal will allow for settlement and closure of the subject rulemaking dockets. No consideration has been paid or promised, directly or indirectly, to Mr. Salsa for his decision to do so. Declaration attached.

3. In supporting Radio One's alternative proposal, Mr. Salsa does not concede the accuracy of unfavorable comments set forth in the Reply Comments at 10-15. Neither do Mr. Crawford and Ms. Anderson. As the Commission has been advised in comments filed in other rulemaking proceedings including comments subscribed by other like-minded petitioners<sup>3</sup>:

(a) Substantial numbers of petitions have been filed

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<sup>2</sup> Radio One's alternative proposal is premised on dismissal of petitions for allotments to Antlers and Albion, Oklahoma, by Charles Crawford and Mr. Salsa, respectively, for which each has pending a request for dismissal; also, an undocketed petition by Ms. Anderson for an allotment to Millerton, Oklahoma, would be subject to this action, a premise to which Ms. Anderson has no objection.

<sup>3</sup> E.g., MB Dockets 02-239 (Linda Crawford), 02-240 (Jeraldine Anderson), 02-246 (Charles Crawford), 02-249 (Robert Fabian).

almost exclusively for frequencies serving small communities that are sufficiently removed from major metropolitan areas so there is no prospect that the allotment is merely a step to inaugurate still another facility serving a major broadcast market. Such petitions seek allotments to relatively small communities in their own right and have merit under established Section 307(b) principles.

(b) The filing of multiple petitions in this fashion has its genesis in the recent development in radio broadcasting of Localized Network Programming. This is a concept that has been developed by the major broadcasters for essentially mid to major markets. It is an approach that provides the economy of a network but the feel and appearance of local programming. The belief of Mr. Salsa, Ms. Anderson, Mr. Crawford and other like-minded petitioners is that such a plan will work with small communities on a regional basis.

(c) In geographic areas such as Eastern Oklahoma, Western Oklahoma, North East Texas, West Texas, South Texas, etc., the licensees of FM stations in small communities of a given region -- whether the petitioners themselves or other licensees who might successfully outbid them for the licenses -- can initiate unique network programming designed specifically for that region and additionally provide localized community inserts, such as local weather, local events, programming from specific remote locations, regional-specific news, public affairs, public

service announcements, promotions and other programming giving life to the Commission's policy favoring localism in broadcasting. While there would be local sales, the focus would also be in regional network sales, drawing on the advantages of advertising to the region and the unique nature of the region.

(d) The vision is that providing radio service to an area of, say, 5,000 people may not allow for the operation of a traditionally-run radio station. However, a network of ten stations in an identifiable geographic area covering, say, 50,000 people could very well be economically viable. This concept is an approach to providing radio service to clusters of stations in small communities as an adaptation of the nature of modern radio developed by the major group owners for mid and large markets.

(e) Such a populist concept -- as a counterpoint to allotting frequencies to communities in or adjacent to major radio markets based upon mesmerizing population counts which invariably prove that more people live in cities than in small towns -- provides a further public interest factor under Section 307(b). The alternative proposal offered by Radio One reasonably advances that goal and accordingly is attractive to Mr. Salsa.

(f) The like-minded petitioners who believe in this concept, including four persons whose life career interest is in radio broadcasting and sales, are: Charles Crawford, an executive in a major sales representative company with 25 years

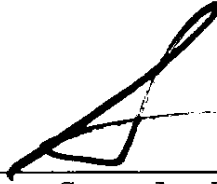
experience in broadcast sales; his sister, Linda Crawford, a co-worker with over 25 years of broadcast sales experience; Katherine Pyeatt, also a co-worker and manager of the Dallas office of that company with over 10 years experience in Spanish broadcast sales and whose family has a long history in radio broadcasting; Robert Fabian, a co-worker managing the McGavren Guild Radio division with more than 15 years experience in broadcast sales; Geraldine Anderson, a long time resident of a small community of the type that would be served by this concept, also interested in Spanish broadcasting by virtue of her own Hispanic heritage; and Maurice Salsa, father-in-law of Charles Crawford, also of Hispanic heritage, who grew up in a small town and is a petroleum engineer by profession.

(g) While these individuals exchange views regarding the small market radio vision described above and share information concerning knowledge of FCC procedures, tactical allotment considerations and the like, each person is individually responsible for his or her petitions and only those petitions. Such interaction relative to FCC allotment rules and strategies exists by and among establishment broadcast entities as well, such as the four-year interaction and strategy coordination leading to a 17-step counterproposal by numerous establishment industry parties involved in MM Docket No. 00-148 cited by Radio One in its Reply Comments **at 13**.

4. For these reasons and under these circumstances, Mr.

Salsa supports the alternative proposal of Radio One identified above.

Respectfully submitted,

A handwritten signature in dark ink, appearing to be 'G. Bechtel', written over a horizontal line.

Gene A. Bechtel

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Counsel for Mr. Salsa, Ms. Anderson  
and Mr. Crawford

March 10, 2002

DECLARATION

I, Maurice Salsa, declare under penalty of perjury that I have not been paid or promised, directly or indirectly, any consideration for filing the foregoing statement in support of an alternative resolution of the proceedings proposed by Radio *One* which alters positions taken in pleadings that have previously *been* filed by me.

A handwritten signature in cursive script, appearing to read "Maurice Salsa", written in black ink.

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Maurice Salsa


October 9, 2002

CERTIFICATE OF SERVICE

I certify that on this 9th day of October, 2002, I have caused copies of the foregoing STATEMENT OF MAURICE SALSA IN SUPPORT OF PROPOSED ALTERNATIVE RESOLUTION OF PROCEEDINGS to be placed in the United States mails, first class, postage prepaid, addressed to:

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Gene A. Bechtel